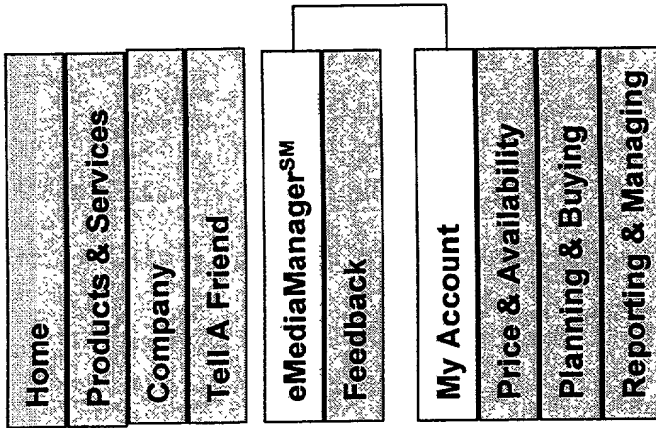


FIG. 1

[MP] eMediaManager:My Account [D]



- Listing of completed, saved, pending (submitted but not accepted), and active Media Plans.
- Listing of pending RFPs.
- Update Company Information, Buyer Information, & Buyer PW
- View Billing/Accounting information

FIG. 1

# [MP] eMediaManager: Price & Availability [D]

Home

Products & Services

Company

Tell A Friend

eMediaManager<sup>SM</sup>

Feedback

My Account

Price & Availability

Planning & Buying

Reporting & Managing

Media Plan Profile (Campaign XXX)

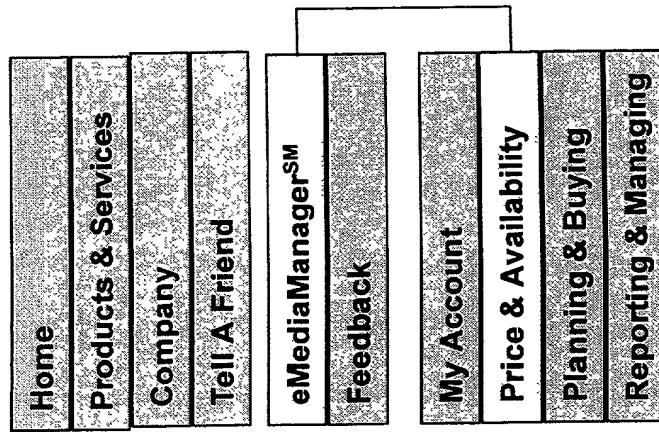
Specifications	Price & Availability		
	Minimum	Maximum	User
Medium			
Time Period			
Geographic			
Demographics			
Psychographics			
Ad Specifications			
Total Impressions			
Unique Monthly Visitors			
Reach			
Frequency			
Rating Points			
Cost			
CPM			

Purchase Inventory

Save Plan Profile

FIG. 2

## [MP] eMediaManager:P&A:Medium [D]



### Specifications

Medium	Medium Type
	Seller

Time Period
Geographic
Demographics
Psychographics
Ad Specifications

The Medium Specifications section will define the types of advertising media and suppliers of media available to buyers. Initially this will only be "Dynamic Advertising:Interactive Directories (Medium Type), and the IMN (Seller)." Eventually this section will allow buyers to view multiple Medium Types & Sellers, and to develop cross-media campaigns through the eMM interface.

**FIG. 3**

[MP] eMediaManager:P&A:Medium/Sellers:Medium Type [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager <sup>SM</sup>
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

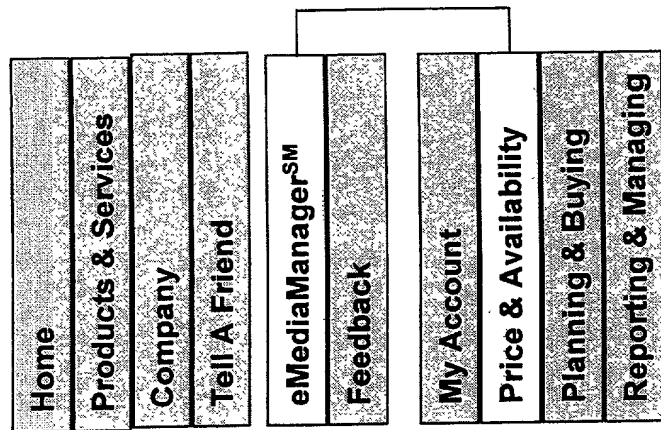
Medium/Sellers	Medium Type	Sellers
Time Period		
Geographic		
Demographics		
Psychographics		
Ad Specifications		

Medium Type will show all available types of inventory. It will be a multi-level structure:

1 <sup>st</sup> Level	2 <sup>nd</sup> Level
Dynamic	Interactive Directory
	Elevator News
	Fitness Equipment
Online	Website
Outdoor	Outdoor Billboard
	Wallscape
	Indoor Poster
Print	Newspaper
	Magazine
Radio	Spot
	Network
Television	Spot TV
	Network TV
	Spot Cable
	Network Cable
	Syndication

FIG. 4

# [MP] eMediaManager:P&A:Medium/Sellers:Sellers [D]



**Specifications**

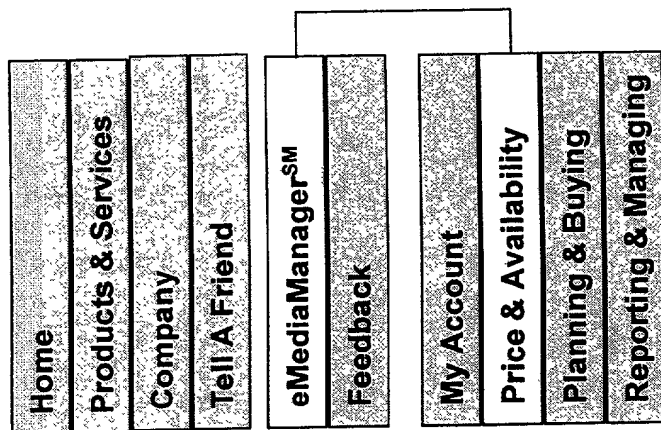
Medium/Sellers	Medium Type Sellers
Time Period	
Geographic	
Demographics	
Psychographics	
Ad Specifications	

Shows all sellers with available inventory for the given Medium Type.

FIG. 5



# [MP] eMediaManager:P&A:Time [D]



## Specifications

Medium/Sellers	Start Date
Time Period	End Date
Geographic	Day Part
Demographics	
Psychographics	
Ad Specifications	

This section will define the time parameters for the selected medium. Time will include start/stop dates and time-of-day ("Day Part") selections. The date selections will always be available, regardless of what mediums/brands are selected; time-of-day will only be active if the medium/brand offers that capability.

FIG. 7

# [MP] eMediaManager:P&A:Time(IMN) [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager <sup>SM</sup>
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

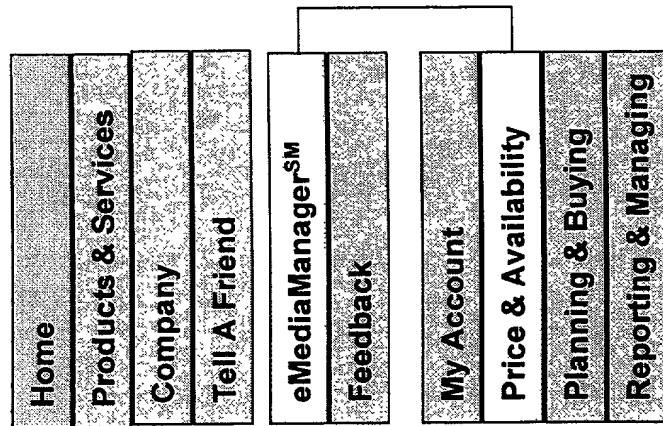
Specifications	
Medium/Sellers	<b>MEDIUM:</b> Dynamic:Interactive Directory <b>SELLERS:</b> Interactive Media
Time Period	Start Date
	End Date
	Day Part
Geographic	
Demographics	
Psychographics	
Ad Specifications	

For IMN, all three variables may be selected, including multiple Start/End dates and Day Part combinations. Day Parts will be based on a 1-hour granularity; Dates will be based on a 1-day granularity and can cover from next-day to 1 year in advance.

FIG. 8



[MP] eMediaManager:P&A:Location [D]



Specifications

Medium/Sellers

Time Period

Geographic

Demographics

Psychographics

Ad Specifications

This section will define the geographic and physical location parameters for the selected medium. Most mediums will allow a geographic selection, except Online which in most cases is non-determinant.

FIG. 9

**[MP] eMediaManager:P&A:Location(IMN):Geography [D]**

Home
Products & Services
Company
Tell A Friend
eMediaManager <sup>SM</sup>
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

**Specifications**

Medium/Sellers	MEDIUM: Dynamic:Interactive Directory
	SELLERS: Interactive Media
Time Period	
Geographic	Geography
	Property Type
	Office Specification
	Retail Specification
Demographics	
Psychographics	
Ad Specifications	

For IMN, geography will include country, state, county, DMA, city, and neighborhood selection levels (as well as individual site selections). Single countries and multiple selections on the other levels can be made.

**FIG. 10**

**[MP] eMediaManager:P&A: Location(IMN):Property Type[D]**

Home
Products & Services
Company
Tell A Friend
eMediaManager <sup>SM</sup>
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

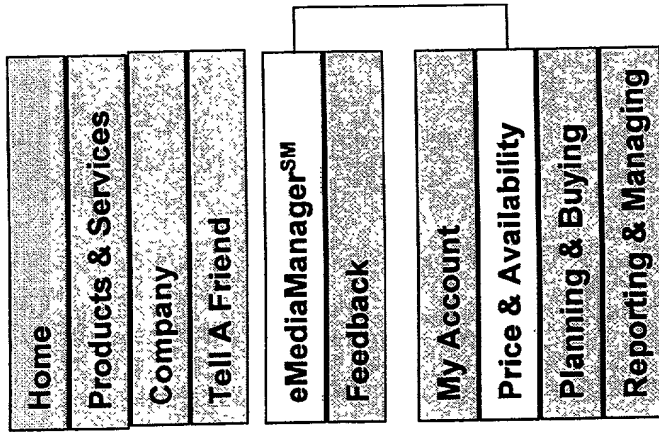
**Specifications**

Medium/Sellers	MEDIUM: Dynamic: Interactive Directory
	SELLERS: Interactive Media
Time Period	
Geographic	Geography
	Property Type
	Office Specification
	Retail Specification
Demographics	
Psychographics	
Ad Specifications	

For IMN, Property Type will denote type of property the site is located in: Office, Regional Mall, Outlet Mall, Hotel, Department Store, Airport, etc. One to All Property Types can be selected.

**FIG. 11**

**[MP] eMediaManager:P&A: Location(IMN):Tenant SIC [D]**



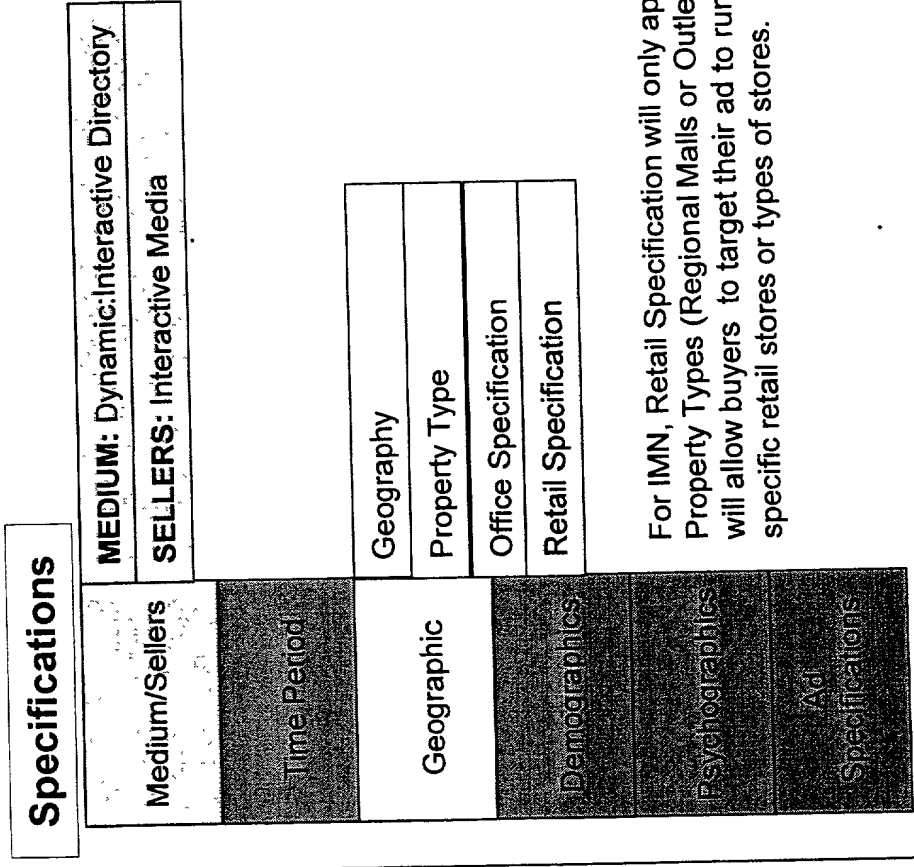
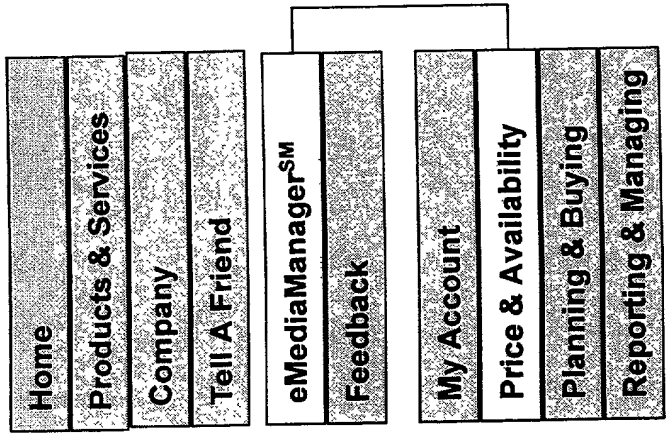
**Specifications**

Medium/Sellers	MEDIUM: Dynamic:Interactive Directory
	SELLERS: Interactive Media
Time Period	
Geographic	Geography
	Property Type
	Office Specification
	Retail Specification
Demographics	
Psychographics	
Ad Specifications	

For IMN, Office Specification will only apply if the "Office" Property Type is selected, and will allow buyers to target properties with a high concentration of specific types of businesses. A listing of business types and general categories will be selectable, and any one or multiple selections can be made.

**FIG. 12**

**[MP] eMediaManager:P&A: Location(IMN):Store Proximity [D]**



For IMN, Retail Specification will only apply to mall Property Types (Regional Malls or Outlet Malls), and will allow buyers to target their ad to run outside of specific retail stores or types of stores.

**FIG. 13**

**[MP] eMediaManager:P&A:User Demographics [D]**

Home
Products & Services
Company
Tell A Friend
eMediaManager <sup>SM</sup>
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

**Specifications**

Medium/Sellers
Time Period
Geographic
Demographics
Psychographics
Ad Specifications

The Demographics section will allow targeting towards specific user demographics. This section will be available whenever at least one medium/brand allows for some level of targeting in this manner.

Gender
Age
Income
Education
Marital Status
Ethnicity
Occupation

**FIG. 14**

[MP] eMediaManager:P&A:Demographics(IMN) [D]

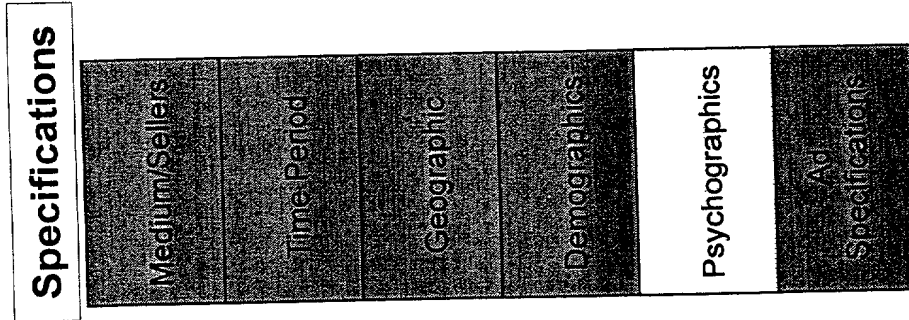
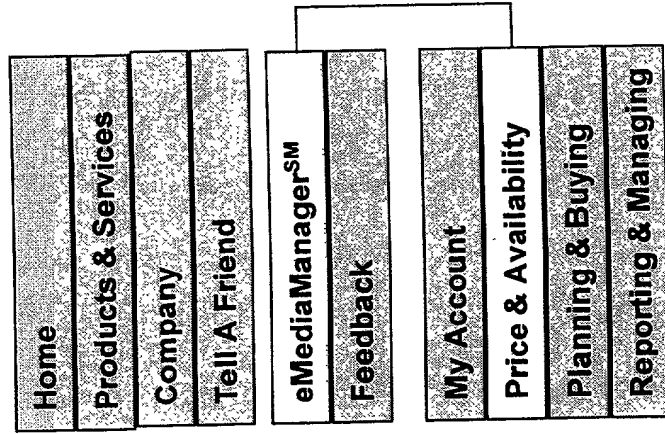
Home
Products & Services
Company
Tell A Friend
eMediaManager <sup>SM</sup>
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

**Specifications**

Medium/Sellers	MEDIUM: Dynamic:Interactive Directory SELLERS: Interactive Media
Time Period	For IMN, all of the Demographics selections will be available. Demographics will be determined in most Property Types by mapping known traffic patterns to US Census data for those areas. In the Office market, it will be derived by mapping SIC demographic profiles weighted against the percent of space being leased.
Geographic	
Demographics	
Psychographics	Gender
	Age
	Income
Ad Specifications	Education
	Marital Status
	Ethnicity
	Occupation

FIG. 15

**[MP] eMediaManager:P&A:User Psychographics [D]**



This section will allow the media buyer to target specific user psychographics where available. The section will only be available for selection if all medium/brands share the same psychographics indices. In general, available indices will be specific to the type of medium.

**FIG. 16**



Home
Products & Services
Company
Tell A Friend
eMediaManager <sup>SM</sup>
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

## Specifications

Medium/Sellers	MEDIUM: Dynamic:Interactive Directory
	SELLERS: Interactive Media

Time Period
Geographic
Demographics
Psychographics
Ad Specifications

For IMN, the Directory Interactivity index will reflect the interactivity profile on the user interface. The initial values will be average "hits" at the site (a hit occurs any time a virtual button is touched), and the distribution of hits on the interface. The buyer can then target ads towards the part of the network most active with the desired type of hit.

Directory Interactivity
Purchasing Patterns
Web Interactivity

**FIG. 17**

[MP] eMediaManager:P&A: Psychographics(IMN):Purchasing [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager <sup>SM</sup>
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications	
Medium/Sellers	MEDIUM: Dynamic:Interactive Directory SELLERS: Interactive Media
Time Period	
Geographic	
Demographics	
Psychographics	Directory Interactivity Purchasing Patterns Web Interactivity
Ad Specifications	

For IMN, the Purchasing index will reflect the purchase history profile on the directory network as well as the web portal, and will allow buyers to target their ad towards that part of the network with specific buying patterns.

FIG. 18

Home
Products & Services
Company
Tell A Friend
eMediaManager <sup>SM</sup>
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

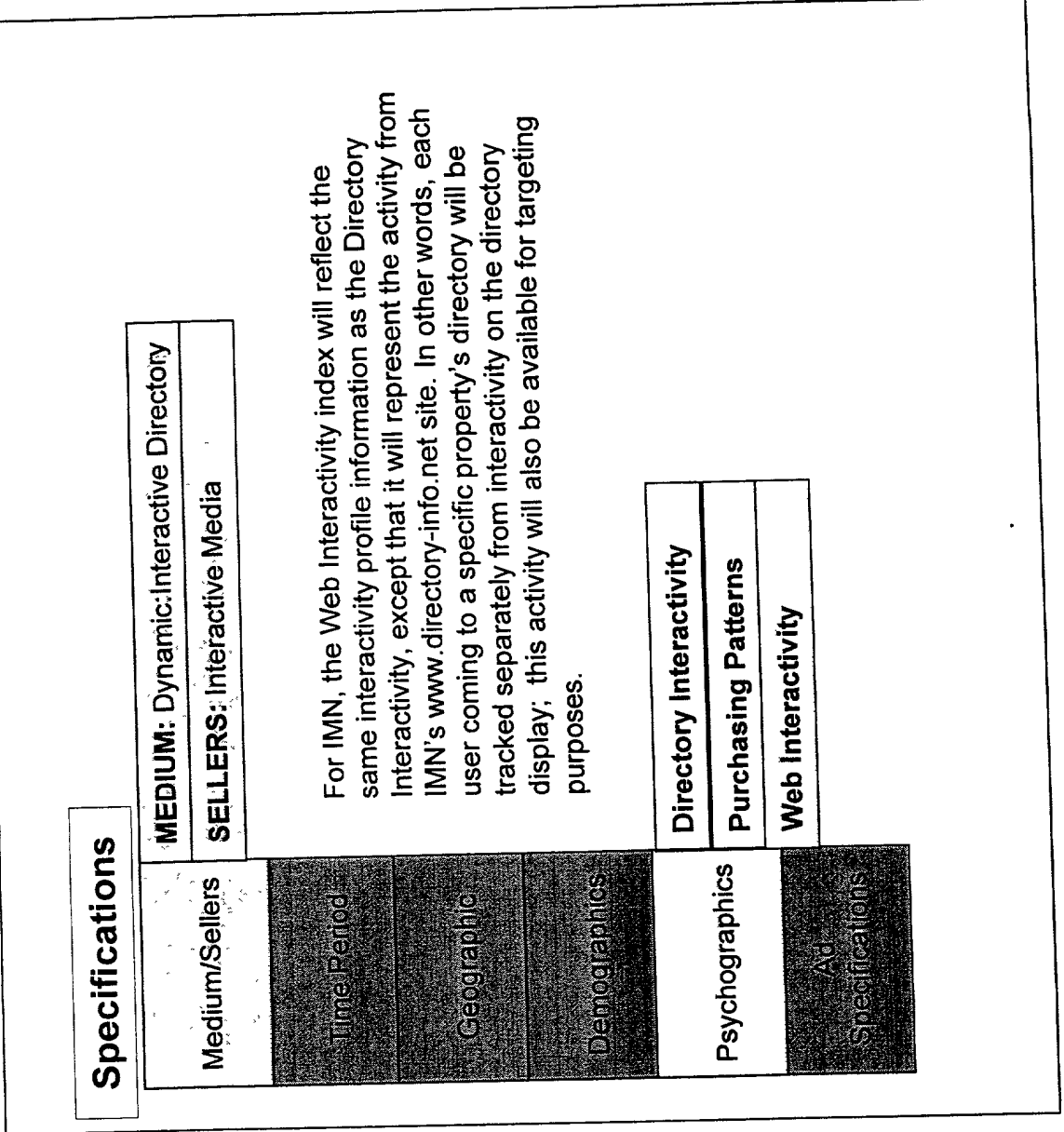
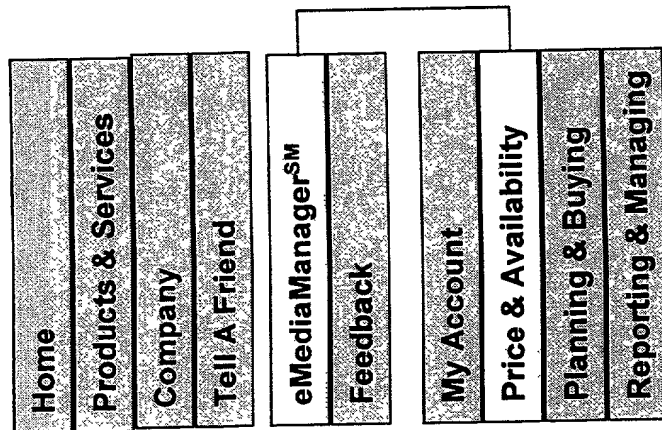


FIG. 19



## Specifications

Medium/Sellers
Time Period
Geographic
Demographics
Psychographics
Ad Specifications

This section will define the ad parameters for the selected medium. It will only be selectable when the Medium Type section is narrowed down to the point where all sellers share the same ad specification file. In general, these will be unique to each medium/seller combination. However, certain types, like industry-standard Web-based banner ads, would be the same for all sellers and the ad specification button would become active even if all sellers were selected.

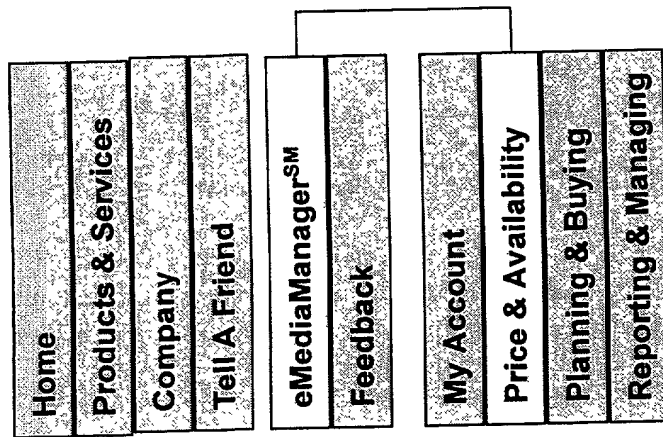
**FIG. 20**

Home
Products & Services
Company
Tell A Friend
eMediaManager <sup>SM</sup>
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications	
Medium/Sellers	<b>MEDIUM:</b> Dynamic:Interactive Directory <b>SELLERS:</b> Interactive Media
Time Period	
Geographic	
Demographics	
Psychographics	
Ad Specifications	Available Ad Types for IMN will be: <ul style="list-style-type: none"> <li>• Billboard: these run in the "front page media window" on a continuous basis.</li> <li>• Content Specific: these run only when a specific content selection is made.</li> <li>• Trailer: these run before or after another ad or news clip.</li> </ul>
Ad Type	
Teaser Type	
Content Type	

FIG. 21

**FIG. 22** [MP] eMediaManager:P&A:Specs(IMN):Teaser Type [D]



**Specifications**

Medium/Sellers	<b>MEDIUM:</b> Dynamic: Interactive Directory
	<b>SELLERS:</b> Interactive Media
Time Period	
Geographic	
Demographics	
Psychographics	
Ad Specifications	Ad Type
	Teaser Type
	Content Type

For IMN, there will be three kinds of standard Teaser Types available to choose from:

- Graphic
- Animated Graphic
- Video

Additionally, any of these can be either with or without audio and of varying granularity.

**FIG. 22**

# FIG. 23

## [MP] eMediaManager:P&A:Specs(IMN):Teaser-Link Type [D]

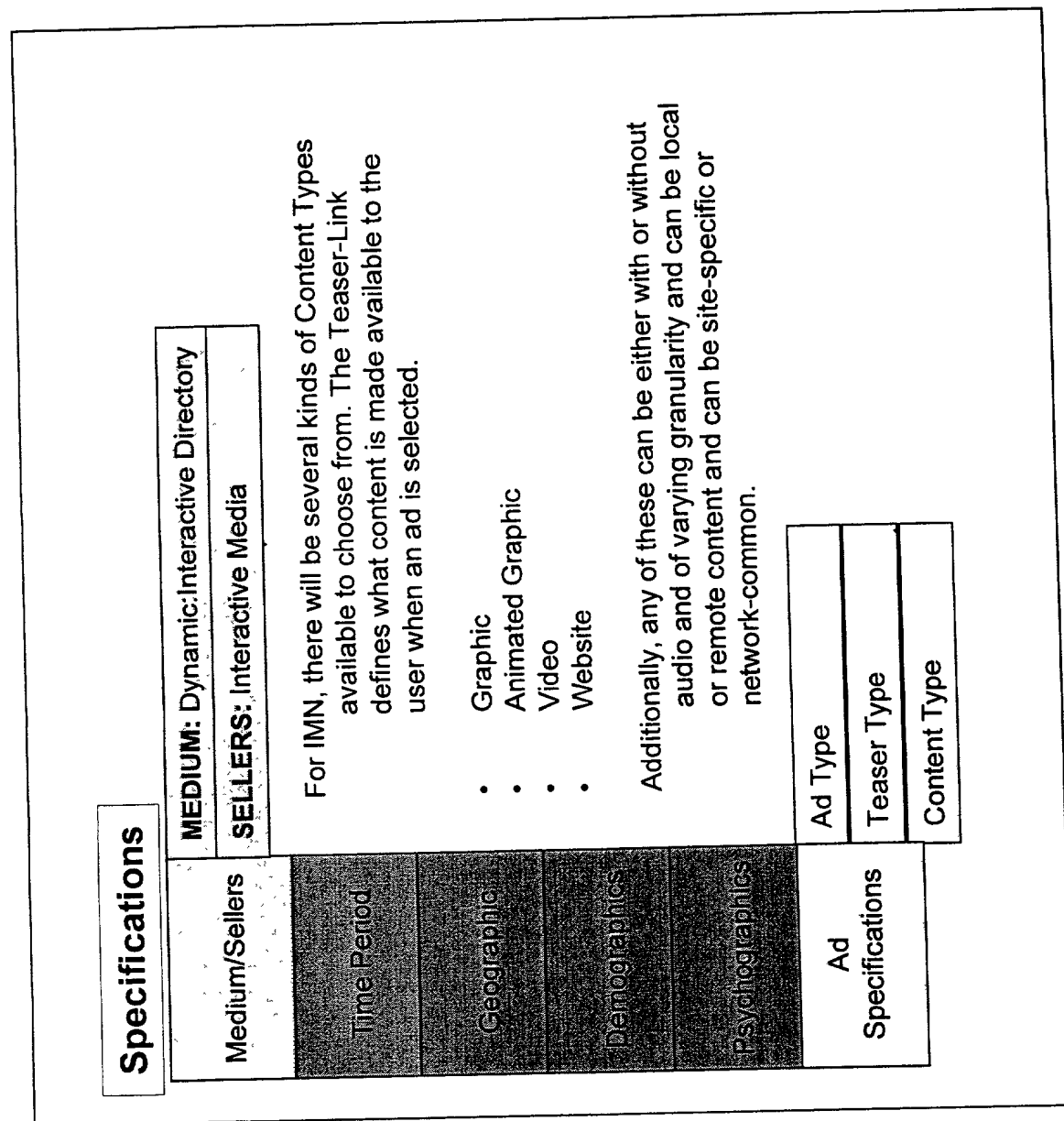
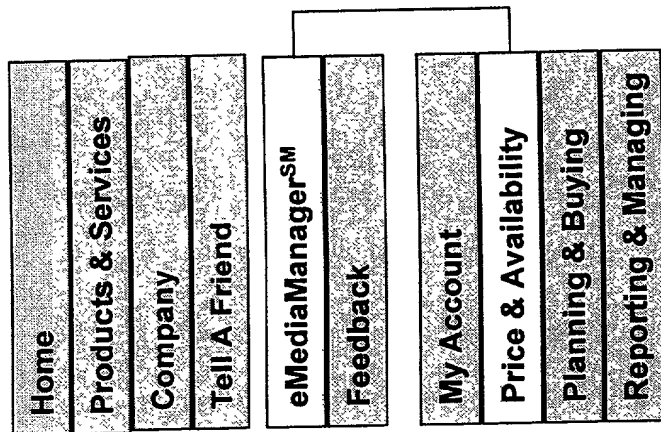
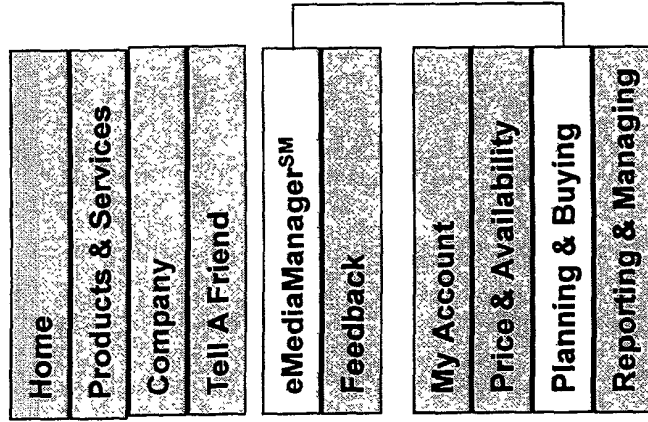


FIG. 23

FIGURE 24  
[MP] eMediaManager: Planning & Buying [D]



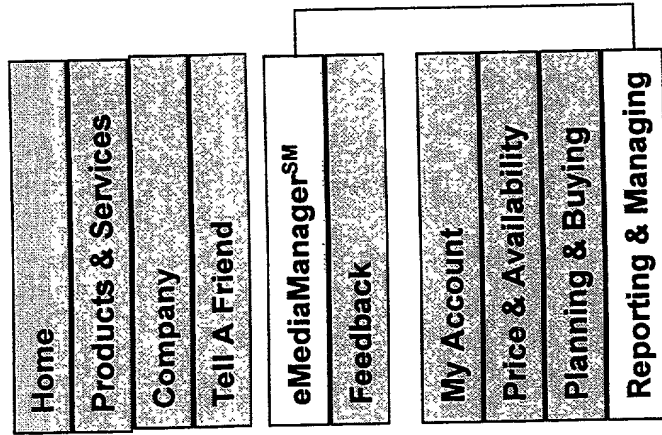
>> Section to create new plan from scratch, make from previous plan, view Previous plans, modify active plans.

Create New
Select From Previous
View Pending
Modify Submitted
Save Current
Submit Current
Email Current
View Site List
Reserve Inventory

FIG. 24



# **[MP] eMediaManager:Reporting & Managing [D]**



>> View all active plans that advertiser has Read privileges on. Select any one for Details. Run reports on individual or groups of plans.  
 >> View all archived plans that advertiser has Read privileges on. Select any one for Details. Run reports on individual or groups of plans.

Active Plans
Archived Plans

**FIG. 25**

Home
Products & Services
Company
Tell A Friend
eMediaManager <sup>SM</sup>
Feedback


**[MP] Feedback [D]**

>> link to **xx:Feedback**

**FIG. 26**



Home
Products & Services
Company
Tell A Friend
Overview
Advertising
Feedback

Ad Campaign

Start Date	Geographic zoom to local sites, or enter addresses
Stop Date	Cyclical or On-Demand only
Site Selection	All types available
Ad Spot	All types available
Teaser Content	
Interactive Content	

Cost

1) Number of times ad would run  
2) Number of impressions  
3) Total cost  
4) CPM

Submit Ad

FIG. 28

Home
Products & Services
Company
Tell A Friend
Overview
Advertising
Feedback

FIG. 29

